

ABSTRACT OF THE DISCLOSURE

To broadcast a set of multimedia contents to mobile terminals located in a geographical zone, a broadcasting server addresses them through a short broadcast message. A geographical zone is defined as a set of cells of a mobile telephony network. The short message is received by all the mobile terminals present in these cells. The reception of this short message prompts the connection of this terminal to the broadcasting server for the retrieval of a set of multimedia contents associated with the short message. The retrieval is done in either WAP/GPRS mode or voice mode.